



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Required Report - public distribution

Date: 11/17/1999

GAIN Report #CI9025

## **Caribbean Basin**

### **Promotional Opportunities Report - November**

**1999**

Approved by:

**W. Collie**

**U.S. Embassy, Caribbean Basin**

Prepared by:

J. Rousseau

---

#### **Report Highlights:**

**This report provides information on two upcoming marketing activities, the first targeting food and beverage distributors and retailers in the Caribbean and Latin America and the second targeting food and beverage distributors, retailers and consumers in Barbados.**

---

Includes PSD changes: No  
Includes Trade Matrix: No  
Trade Report  
Miami [CI1], CI

## PROMOTIONAL OPPORTUNITIES REPORT

November, 1999

FAS/Miami

Caribbean Basin Agricultural Trade Office

909 S. E. 1st. Ave., Suite 720, Miami, FL 33131

### I. UPCOMING PROMOTIONAL ACTIVITIES/EVENTS

The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information.

#### A. TRADE SHOWS

##### II AMERICAS FOOD & BEVERAGE TRADE SHOW & CONFERENCE

December 2 & 3, 1999

Miami Beach Convention Center

Miami, Florida

The second Americas Food & Beverage Trade Show and Conference is an excellent venue for companies interested in selling food and beverage products, to the major supermarket chains, stores and distributors in the hemisphere, including the Caribbean, Canada, Mexico, Central and South America. Attend workshops covering the best export opportunities, customer preferences, buying habits & product trends, leading marketing strategies for the region. Organized by the World Trade Center, Miami, II Americas Food & Beverage Show will include participation of companies from the entire hemisphere and is expected to bring in over five thousand buyers in the retail and food service industry, from the region. Contact: The World Trade Center, Miami, Tel: 305-871-7910, Fax: 305-871-7904, e-mail: [info@worldtrade.org](mailto:info@worldtrade.org).

#### B. OTHER PROMOTIONAL ACTIVITIES

THE INTERNATIONAL FESTIVAL & FAIR AND SALES MISSION: Wednesday February 2, 2000 to Sunday, February 6, 2000, Barbados. U.S. food and beverage companies are invited to participate in a sales mission to Barbados and attend the annual International Festival and Fair charity event which takes place at the Governor General's residence. 1) Sales Mission: Companies will meet one-on-one with buyers in Barbados and showcase their product. 2)

International Festival & Fair: Companies will also be able to further promote their products to Barbadian consumers at this annual charity event. Over 4000 visitors are expected to attend including community leaders and key contacts from the government and business sector. Most embassies use this as an opportunity to promote products, and some have successfully launched new products in the Barbadian market. CBATO, in conjunction with the US Embassy in Barbados, is organizing the participation of US food companies in attending and donating product samples to be sold at the AMERICAN Country Store®. US companies whose products are already in the Barbadian market can participate through their local representatives, however we encourage US representatives to attend the event. Contact: Willis Collie, Caribbean Basin Agricultural Trade Office, 909 SE First Avenue, Suite 720, Miami, FL 33131; Tel: 305-536-5300, Fax: 305-536-7577, e-mail: [cbato@attglobal.net](mailto:cbato@attglobal.net),